



Sheila Dixon

*Mayor,
Baltimore*

250 City Hall • Baltimore Maryland 21202
410-396-3835 • Fax: 410-576-9425

FOR IMMEDIATE RELEASE

May 16, 2007

CONTACT:

**Anthony McCarthy
(410) 869-6079 (Cell)**

**Roseann Glick
Planit Advertising
410-382-0400 (Cell)**

Mayor Sheila Dixon Announces the Selection of Planit to Help Raise Awareness for Baltimore's Cleaner and Greener Initiative

Baltimore, MD (May 16, 2007) – Mayor Sheila Dixon announced today that the City, in partnership with The Baltimore Community Foundation, is taking the next step in its “Cleaner and Greener” initiative with the hiring of Planit, the Baltimore-based marketing communications agency, to promote awareness, educate and motivate behavioral changes that will result in a cleaner Baltimore. The agency was awarded the contract through a public process that commenced with an RFQ in March and the campaign will be privately funded.

The estimated \$2 million two-year contract is part of a long-term campaign to change the public's perception of littering and the behaviors that contribute to litter problems. Planit will play a pivotal role in all aspects of the campaign from the creative development and implementation of a multi-media campaign, to public relations and fundraising support.

“This campaign will call on each of us to take personal responsibility for keeping our home – the City of Baltimore – clean and green. Individual responsibility does not, and cannot, stop at the doorstep of our houses, our offices, or our places of worship,” said Mayor Dixon. “We are excited to be working with Planit to create a campaign designed to take this message to everyone who calls Baltimore home, because a cleaner, greener city is a safer and healthier city.”

The City is extremely committed to this initiative and is leading by example. Among steps already taken to date:

- Installing and daily emptying of more than 700 trash cans placed at city bus stops and along major gateways and retail corridors;
- Engaging city residents and businesses as partners through initiatives like the Clean and Green Block Action Plans (announced May 9), which commits city resources to addressing minor as well as chronic littering in neighborhoods;
- Supporting legislation to prohibit the practice of dumping evicted tenants' belongings on City streets;
- Mandating and implementing procedures that raise the standards for the cleaning and maintenance of all city properties.

In addition, the city is exploring new ways to create economy, efficiency and effectiveness across city agencies. Last month the city merged housing and sanitation inspection within the Department of Housing and Community Development. This will streamline management and raise the number of inspectors citing sanitation violations from approximately 20 to more than 100.

“I am extremely enthusiastic about, and dedicated to, the idea and ideals behind this campaign,” said Planit president, Matt Doud. “We look forward to leading a collaboration that will create a campaign that is memorable, behavior-changing, and has real and lasting impact on the city of Baltimore.”

Details regarding the public awareness portion of the Cleaner and Greener initiative will be announced this summer. The contract for the marketing communications services was publicly advertised in an RFQ issued immediately following the Mayor’s announcement of the “Cleaner and Greener” initiative on March 9, 2007. The RFQ was open to all agencies located within Baltimore City.

#

Please visit our website at www.baltimorecity.gov